

FOR IMMEDIATE RELEASE

Gretchen Strohlein of Genesis Credit Presents “Debunking the Myths of Second-look Financing” at Furniture Today’s 2016 Finance Symposium

Beaverton, Oregon, March, 22, 2016 – Genesis Credit® serves near prime consumers with the nation’s leading second-look and supplemental point of sale financing programs. Genesis Credit is sponsoring *Furniture Today’s* Finance Symposium in Atlanta, Georgia, March 28-29, 2016. This year’s Symposium is focused on *Money Matters 2.0: Outpacing Change Through Financial Excellence*.

Gretchen Strohlein, Genesis’ VP of Client Services, will be presenting “Debunking the Myths of Second-look Financing”. Her presentation will outline the three main second-look misconceptions retailers have and then uncover the truths and value of implementing a second-look program.

About *Furniture Today* Finance Symposium

The emergence of secondary and tertiary finance options following the Great Recession created unprecedented opportunities for furniture retailers. It also sparked dramatic changes in the compliance, marketing and technological landscape. *Furniture Today’s* industry-leading Finance Symposium will reveal today’s best practices and emerging solutions to help savvy retailers stay ahead of the competition. For more info visit www.financialcon.com for more information.

About Genesis Credit

Genesis Credit is the leader in second-look and supplemental financing for credit challenged customers. Genesis Credit offers customers access to a variety of credit financing solutions with simple terms, competitive rates, and excellent customer service; designed to provide non-prime credit customers with the same financing opportunities as prime credit programs. For more information visit Genesis’ website at www.genesis-fs.com.

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